

# INFORMATION LETTER

## NATIONAL CANNERS ASSOCIATION

Not for  
Publication

For Members  
Only

No. 1672

Washington, D. C.

March 8, 1957

### N.C.A. Publicizes Low Cost, Availability of Canned Foods

Consumers are being assured that they can feed their families well and economically by using canned foods. The N.C.A. Consumer Service Division has sent two special releases to newspaper food editors throughout the country. The freezing weather and excessive rains in many major producing areas have greatly reduced the supply of fresh products, and prices of available produce have advanced sharply. The releases have pointed out that most fruits and vegetables affected, as well as many other kinds of foods, are in good supply in canned form and at reasonable prices.

A summary of the latest report of the U. S. Bureau of Labor Statistics, which showed that retail prices of canned vegetables and fruits for January were up only 0.7 percent compared with a 1.8 percent rise in all foods, was released. Food editors were urged to carry information about canned foods in their market columns, as well as in recipes, so that home-makers will know there is an ample supply at economical prices. Included in the N.C.A. release mailings were recipes with food photographs illustrating the dishes.

A special release also went out to about 1,000 radio and television people. On February 24, Katherine R. Smith, Director of the Consumer Service Division, was interviewed over WNYC in New York City. The shortage of fresh produce was discussed and Miss Smith gave a run-down of the supply of canned foods, emphasizing the reasonable prices.

Moselle Holberg, Assistant Director of the Division, will spend March 10 to 21 on a business trip. She will work in cities of leading market areas in Florida, Georgia, North Carolina, South Carolina and Virginia. Miss Holberg will point out the supply and economy of canned foods to newspaper food editors, radio and television people, public utility home service directors, and others who have direct contact with the public.

### N.C.A. Says that Cost of Living Didn't Go Up for Shoppers Who Substituted Canned Foods

N.C.A. pointed out in a press release this week that for shoppers who substitute canned foods for food items that recently advanced precipitously in price the cost of living actually didn't go up.

The release was mailed to 1,000 metropolitan daily newspapers and the wire services and cited Carlos Campbell, economist, as authority for the statement that "the cost of living didn't go up after all."

In the press release the N.C.A. took issue with last week's reporting of the Bureau of Labor Statistics monthly cost-of-living index. "It isn't often that newspapers, TV and radio commentators make the same error in reporting news but nearly all of them declared erroneously that the cost of

living had increased 3.5 percent over last year.

"What really happened was that the price of some food items advanced precipitously, chief among them the fresh vegetables obtained at this season of the year from Florida. Heavy freezes in that state destroyed this supply and prices soared to a record level."

The release states that you don't measure cost of living by price changes alone. "It does not follow that the housewife pays out more money for her food needs merely because the prices of a few items increase, particularly when other foods, equally nutritious and desirable, did not increase measurably in price. In recent months canned vegetables, prices of which remain relatively stable, have replaced a large part of the fresh vegetable items in the housewife's food basket. The shopper is thus supplying the vegetable needs of her family for fewer dollars."

This goes on all time, the press release states, even when the relationship between fresh and canned is normal. If the price of the fresh item goes up by only a small percentage, there is little change in the comparative quantities purchased in the two forms. If, however, the price of the fresh item goes up as much as was reported last week, the housewife turns to the canned product.

Evidence of this tendency is contained in the February issue of *The National Food Situation* published by the USDA, the release points out. This shows that per capita consumption of fresh vegetables has declined from 120.4 pounds during the 1947-49 base period to 106 pounds for the year 1957. Consumption of canned vege-

tables during this same period increased from 39.2 to 43.5 pounds.

Fresh vegetables that cost a dollar during the 1947-49 base period were selling at prices about one-third higher after the Florida freeze, but the canned vegetables which cost the housewife a dollar in the base period were selling at only \$1.06 last month, the N.C.A. release continued.

Thus her outlay of money for that particular vegetable is actually less than it was before the price of the fresh went up. "Consequently," Mr. Campbell is quoted, "the cost of food may actually have gone down rather than up as a result of the Florida freeze."

### Canned Foods To Be Featured on Leading TV Network Show

An important promotion of the canning and can manufacturing industries will be carried on the television network show "Maverick," Sunday, March 16, sponsored by Kaiser Steel Corporation. The two major commercial messages will be on this subject exclusively. They were built from material furnished the sponsor and its advertising agency by the N.C.A. and the Can Manufacturers Institute.

In the sound track and visuals prepared for the show, canned tomatoes, peaches, pears, tuna and baby foods are cited as examples of the countless quality canned foods.

"Maverick" is presented weekly over the ABC television network reaching 75 stations in 39 states. It is viewed in 11,475,000 homes, representing a sizable portion of the Nation's television audience. For the last three months the program has outdistanced its chief competitors, Ed Sullivan, Steve Allen and Jack Benny, in the Trendex TV ratings.

The March 16 show can be viewed at the following times: Eastern and Pacific Standard Time zones—7:30-8:30 p.m.; Central Standard zone—6:30-7:30 p.m.; Mountain zone—8:30-9:30 p.m. Station KHVH-TV, Honolulu, will show "Maverick" at 7:30-8:30 p.m., Hawaiian Standard Time.

Simultaneous telecasts are not scheduled in some stations. KDKA-TV, Pittsburgh, Pa., will carry the show at 3-4 p.m. and WTVD, Durham-Raleigh, N. C., at 6:30-7:30 p.m. Station WHIO-TV, Dayton, Ohio, will carry the program 5-6 p.m. Sunday, March 23; Station WJAR-TV, Providence, R. I., 6-7 p.m., Saturday, March 22; Station WROC-TV, Rochester, N. Y., 5-6 p.m., Saturday, March 29.

### N.C.A. at UN Conference

The canning industry is represented at the United Nations Conference on the Law of the Sea which opened in Geneva February 24. George E. Steele, Jr., Director of the N.C.A. Fishery Products Division, is an industry adviser to the U. S. delegation and Milton E. Brodbeck of California Packing Corporation is present as an industry observer.

The conference was called by the UN to examine the law of the sea, and it is expected that the results of the conference may be embodied in international conventions on such matters as the extent of territorial waters, fisheries and conservation of the "living resources of the sea," and exploration and exploitation of the continental shelf.

The agenda for the conference is a set of 73 articles drafted by the UN International Law Commission. The conference is being attended by representatives of 88 nations having an interest in the problems under discussion and is expected to remain in session about nine weeks, through April 25.

### Conferences on Preventing Product Contamination

In cooperation with the Canners League of California, the N.C.A. Berkeley Laboratory will hold five all-day technical conferences on "Preventing Product Contamination."

Topics to be covered include FDA regulations and actions, consumer complaints, USDA requirements, various types of possible contamination, and means of prevention. The program is designed for foremen, fore-ladies, superintendents and technologists, and will be conducted by Edwin S. Doyle and Norman A. Olson of the Berkeley Lab.

Following is the schedule of technical conferences:

- March 10—N.C.A., 1950 Sixth St., Berkeley Lab.
- March 12—Mirror Room, Covell Hotel, Modesto.
- March 14—Sacramento Inn, Arden Way, Sacramento (north of Sacramento off freeway to Roseville).
- March 18—Dunne Hall, Civic Auditorium, San Jose.
- April 3—Mayfair Hotel, 1256 W. 7th St., Los Angeles.

### Wage-Hour Recordkeeping

A federal court recently held that in a suit for overtime wages under the Fair Labor Standards Act, an employee has the burden of proving he performed overtime work for which he was not compensated and must show the extent and amount of such work as a matter of just and reasonable inference. Once he establishes this, however, the employer must then come forward with evidence of the precise amount of work or evidence to negate the reasonableness of the inference to be drawn from the employee's proof.

In the case before the court, the employee produced evidence of hours worked and personal daily records for three months of a 14-month period. The employer had kept no records, and the court held that the employee's evidence entitled him to a judgment for a reasonable approximation of back wages.

This decision makes it clear that failure to keep adequate employment records, aside from subjecting the employer to an injunction to prevent such practice, can expose the employer to the risk of paying a larger judgment in overtime and minimum wage suits than the employee deserves. The federal wage and hour law provides that payroll records showing daily and weekly hours worked must be kept three years from the date of last entry.

### Western Family

The February issue of *Western Family* magazine carries the article "Dinner In 30 Minutes" that begins, "Just take some cans off the shelf and you're all set."

Four menus are given in the article with accompanying recipes and black and white photographs showing some of the foods to be served. The first menu, "Hot & Hearty Dinner," features canned pea soup, beef stew, whole kernel corn, spiced crabapples and blueberry, cherry or pineapple pie filling. "Busy Friday Menu" includes canned shrimp, tomato soup, asparagus, ripe olives and cherry pie filling. The canned foods used in "Jiffy Dinner, Southern Style" are ham, sweet potatoes, peas, pimientos, and peaches. In the menu entitled "For Unexpected Guests" canned tomato juice, corned beef hash, peas, spiced peaches, and apples are used.

*Western Family* is distributed through food stores in 11 Western states and has a circulation of 1,350,000.

### Poultry Used in Processing

Poultry used in canning and other processed foods in January totaled 25,081,000 pounds, ready-to-cook weight, 46 percent more than the 17,143,000 pounds used in January a year ago, according to a report by the Agricultural Marketing Service of USDA.

The January total (1957 figures in parentheses) includes 2,648,000 (1,846,000) pounds of young chickens, 16,481,000 (12,649,000) pounds of mature chickens, and 5,907,000 (2,648,000) pounds of turkeys.

### N.C.A. State Representatives for Local Farm Youth Work

Canners in each of the important canning states have been appointed to represent the N.C.A. in developing plans for the 1958 Farm Youth Program in their own states.

These N.C.A. members will work with leaders of the National Junior Vegetable Growers Association in carrying out the fourth annual Canning Crops Contest on a local, state, and regional basis.

Primary purpose of the program is to promote interest among young people in producing superior canning crops. It also aims to stimulate all growers in improving production practices and to promote better canner-grower relations.

The program has proven successful and, in anticipation of the coming season, the N.C.A. Raw Products Research Bureau has shown the film "Dear Eddie" at all of the canners and fieldmen's schools this spring.

The N.C.A. staff members emphasized the value of this film to the canner in creating an interest in the Canning Crops Contest in his area. It was recommended that fieldmen make every effort to see that this film is shown to agricultural classes in high schools and at 4-H Club meetings in the area where the canner contracts his crops. It was also pointed out that the fieldman himself is the key person in obtaining enrolments in the Canning Crops Contest by boys between the ages of 14 and 21 in the area where they obtain canning crops. It was pointed out that recruitment of contestants cannot be done by the state leader at the agricultural college nor by the N.C.A. representative in the state. Enrolment cards will be available from the N.C.A. representatives. They are:

### EAST

New York—Donald E. Tobin, Victor Preserving Co., Ontario, N. Y.  
Pa. and W. Va.—Allen Stauffer, The C. H. Musselman Co., Biglerville, Pa.

Maine—Charles H. Bailey, Monmouth Canning Co., Portland, Me.

Massachusetts—

Delaware—Henry P. Cannon, II, H. P. Cannon & Son, Inc., Bridgeville, Del.

Maryland—Herman Ramsburg, The B. F. Shriner Co., Westminster, Md.; and A. Lee Towson, Coastal Foods Co., Cambridge, Md.

New Jersey—James B. Woodford, Campbell Soup Company, Camden, N. J.; Leo J. Nocenti, P. J. Ritter Co., Bridgeton, N. J.; and C. K. Lane, California Packing Corp., Swedesboro, N.J.

### MIDWEST

Illinois—Richard E. Schlecht, Rossville Packing Co., Rossville, Ill.

Indiana—A. C. Moll, Stokely-Van Camp, Inc., Indianapolis, Ind.

Michigan—John C. Suerth, Gerber Products Company, Fremont, Mich.

Minnesota—Paul Benson, Green Giant Company, LeSueur, Minn.

Ohio—E. E. Richard, H. J. Heinz Company, Bowling Green, Ohio.

Wisconsin—Cy Blaska, Oconomowoc Canning Co., Oconomowoc, Wis.

Iowa—Ralph E. Day, Monarch Foods, Canners & Processors, Hampton, Iowa.

### SOUTH

La. and Ala.—Jack Bowman, Southern Shell Fish Co., Inc., Harvey, La.

Arkansas—

Oklahoma—Grover Howard, Baron Canning Co., Westville, Okla.

Georgia—H. L. Cochran, Pomona Products Co., Griffin, Ga.

Virginia—

Tenn. and Ky.—S. R. Clevenger, Bush Bros. & Co., Dandridge, Tenn.; and H. L. W. Hill, Tennessee Foods Inc., Portland, Tenn.

### WEST

California—Fred S. Wyatt, Gerber Products Company, Oakland, Calif.

Colorado—Ben. F. Counter, The Fort Lupton Canning Co., Fort Lupton, Colo.

Idaho—Leon C. Jones, J. R. Simplot Co., Caldwell, Idaho.

Mont. and Wyo.—Reynold H. Peterson, Big Horn Canning Co., Cowley, Wyo.

Oregon—E. I. Pitkin, Eugene Fruit Growers Assn., Eugene, Ore.

Utah—Earl Randall, North Ogden Canning Co., Ogden, Utah.

Washington—L. D. Jones, Washington Canners, Vancouver, Wash.

### 1957 Packs of Berries

Reports on the 1957 packs of canned blackberries and canned loganberries have been issued by the N.C.A. Division of Statistics.

#### BLACKBERRIES

State	1956 (actual cases)	1957
Northwest	140,407	231,146
Other states	306,316	259,308
U. S. Total	446,723	490,454

#### LOGANBERRIES

The 1957 pack of canned loganberries in the Northwest totaled 6,034 actual cases compared with the 1956 pack of 2,032 cases.

### 1957 Packs of Fruits

Reports on the 1957 packs of canned purple plums, canned plums (not purple), and canned rhubarb have been issued by the N.C.A. Division of Statistics.

#### PURPLE PLUMS

State	1956 (actual cases)	1957
Northwest	2,350,920	1,084,374
Other states	104,199	92,483
U. S. Total	2,455,119	1,126,857

#### PLUMS (NOT PURPLE)

The 1957 pack of canned plums (not purple) totaled 115,865 actual cases compared with the 1956 pack of 162,279 cases.

#### RHUBARB

The 1957 pack of canned rhubarb totaled 34,780 actual cases compared with the 1956 pack of 70,948 cases.

### 1956-57 Pack of Sauerkraut

The 1956-57 pack of canned sauerkraut totaled 7,409,524 actual cases as compared with the 1955-56 pack of 6,612,296 cases, according to a report compiled by the N.C.A. Division of Statistics in cooperation with the National Kraut Packers Association.

State	1955-56 (actual cases)	1956-57
New York	2,141,964	2,451,396
Ohio, Mich., and Ind.	1,315,745	1,435,108
Wisconsin	1,793,096	1,949,097
Other Midwest states	71,627	107,804
West	652,196	906,822
Other states	637,665	528,299
U. S. Total	6,612,296	7,409,524

Other Midwest states: Ill., Minn., and Mo. West: Colo., Ore., Utah, and Wash. Other states: Conn., Mass., N. C., Pa., Tenn., and Texas.

## Status of Legislation

**Agricultural trade development**—A bill to raise Title I authorizations from \$4 to \$7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was approved by the Senate Agriculture Committee March 5.

**Alaska statehood**—H. R. 7999, to provide statehood for Alaska, was reported by House Interior and Insular Affairs Committee June 25, 1957. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were reported by Senate Interior Committee Aug. 29, 1957.

**CCC equity payments**—S. 2426 (Ellender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee.

**Customs drawback**—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27.

**Farmworkers housing**—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

**FDA food additives**—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bills, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills are pending before the Health and Science Subcommittee of the House Commerce Committee. N.C.A. supports H. R. 8390 and H. R. 8629.

**Fisheries loan fund**—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from \$10 to \$20 million, was approved by the Senate Commerce Committee Feb. 19.

**Government contracts**—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, is pending before the House Judiciary Committee.

**ICC agricultural exemption**—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b) (6) of the Interstate Commerce Act, have been introduced.

**ICC private carrier definition**—S. 1677 (Magnuson of Wash.) and H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10, 1957.

**ICC private carrier registration**—S. 1490 (Magnuson of Wash.) and H. R. 5664 (Harris of Ark.), to re-

quire private motor carriers to register with the ICC annually, was approved by the Senate Surface Transportation Subcommittee April 12, 1957, and further action on the bill was postponed indefinitely.

**Marketing orders**—H. R. 8367 (Sisk of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

**Marketing orders, cranberries**—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

**Mexican farm labor**—H. R. 10360 (Gathings of Ark.), to extend indefinitely the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was the subject of hearings by a House Agriculture Subcommittee Feb. 28-March 3.

**Packers and Stockyards Act**—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was reported by the Senate Judiciary Committee July 18, 1957. H. R. 9020, to retain USDA antitrust jurisdiction on exclusive meat packing operations, was reported by House Agriculture Committee July 9, 1957, and was the subject of a hearing by the House Rules Committee Feb. 26; action on H. R. 9020 was postponed pending consideration of H. R. 5282 by the House Commerce Committee.

**Potato marketing and labeling**—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957.

N.C.A. opposes application to canning.

**Premerger notification**—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28, 1957.

**Raw product bargaining**—S. 1743 (Aiken of Vt.), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee. No action scheduled.

**Robinson-Patman Act**—S. 11 (Ke-fauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and is pending before the Judiciary Committee.

**Salmon protection**—S. Res. 263, favoring negotiations with the government of Japan for the protection of the Alaskan red salmon fisheries, was adopted by the Senate March 6.

**Trade Agreements Act**—H.R. 10368 (Mills of Ark.), to amend and extend the Trade Agreements Act, is the subject of hearings begun by the House Ways and Means Committee Feb. 17.

**Wage-Hour**—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

**Waste disposal**—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipacomb of Calif.), and H. R. 4234 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

## TABLE OF CONTENTS

	PAGE	PAGE
<b>Congress</b>		
Senate group approves funds for research on pear decline .....	105	
Status of legislation .....	108	
<b>Consumer and Trade Relations</b>		
N.C.A. state representatives for local farm youth work .....	107	
<b>Fisheries</b>		
N.C.A. at UN conference .....	106	
<b>Labor</b>		
Wage-hour recordkeeping .....	106	
<b>Publicity</b>		
N.C.A. says that cost of living didn't go up for shoppers who substituted canned foods .....	105	
<b>Research</b>		
Conferences on preventing product contamination .....	106	
<b>Statistics</b>		
1957 packs of berries .....	107	
1957 packs of fruits .....	107	
1956-57 pack of sauerkraut .....	107	
Poultry used in processing .....	107	